

Message Text

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PAGE 01 STATE 052903
ORIGIN COME-00

INFO OCT-01 ARA-14 ISO-00 EB-08 LOC-01 STR-07 /031 R

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ARA/AND/CH - R STEVEN
COMMERCE/PTO/DALLEN

-----084875 020855Z /14

R 012306Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY SANTIAGO

UNCLAS STATE 052903

E.O. 11652: N/A

TAGS:EIND, CI

SUBJECT:TRADEMARK APPLICATION FOR ESTROGEN

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1. THE DEPARTMENT OF COMMERCE MAINTAINS A PROGRAM TO PROTECT FOREIGN MARKETS FOR AMERICAN PRODUCTS AND SERVICES BY OPPOSING THE REGISTRATION BY FOREIGN GOVERNMENTS OF TRADEMARKS WHICH ARE GENERIC TERMS. IF SUCH MARKS ARE SUCCESSFULLY REGISTERED, THEY WOULD IMPEDE THE IMPORTATION OF PRODUCTS CONTAINING THE SAME WORD IN THE LABEL. FOR EXAMPLE, IF THE WORD "BEAN" WERE SUCCESSFULLY REGISTERED AS AN EXCLUSIVE TRADEMARK IN A COUNTRY, THEN ANY PRODUCT WITH "BEAN" ON THE LABEL (E.G., DEL MONTE GREEN BEANS, LIBBY BUTTER BEANS) COULD NOT BE LEGALLY SOLD IN THAT COUNTRY.

2. IN IMPLEMENTING THIS PROGRAM, COMMERCE WORKS CLOSELY WITH THE UNITED STATES TRADEMARK ASSOCIATION (USTA) AND OTHER TRADE GROUPS SINCE THESE ORGANIZATIONS THROUGH THEIR MEMBERS RECEIVE EXTENSIVE COMMERCIAL INTELLIGENCE ON UNCLASSIFIED

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PENDING TRADEMARK APPLICATIONS. THE USTA HAS INFORMED COMMERCE OF AN APPLICATION TO REGISTER THE TERM ESTROGEN RECENTLY FILED IN CHILE.

3. ACTION REQUESTED: EMBASSY REQUESTED TO CONTACT APPROPRIATE OFFICIALS AND EXPRESS OBJECTION TO APPLICATION NO. 41791 FILED JANUARY 11, 1978 BY INDUSTRIAL PANAMERICANA

S.A. TO REGISTER ESTROGEN IN CLASS 5 FOR PHARMACEUTICAL
PRODUCTS ON GROUNDS TERM IS GENERIC AND NOT PROPERLY
REGISTRABLE AS EXCLUSIVE TRADEMARK. OPPOSITION PERIOD
EXPIRES MARCH 3, 1978. REPORT ON RESULTS REQUESTED. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADEMARK APPLICATIONS
Control Number: n/a
Copy: SINGLE
Draft Date: 01 mar 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE052903
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Document Unique ID: 00
Drafter: OIFI:FBP:JMLIGHTMAN/MMP
Enclosure: n/a
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Errors: N/A
Expiration:
Film Number: D780095-0534
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197803118/aaaadwez.tel
Line Count: 66
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 28f93dba-c288-dd11-92da-001cc4696bcc
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Previous Handling Restrictions: n/a
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Review Content Flags:
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Review Exemptions: n/a
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Review Withdrawn Fields: n/a
SAS ID: 3149771
Secure: OPEN
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Subject: TRADEMARK APPLICATION FOR ESTROGEN -
TAGS: EIND, CI
To: SANTIAGO
Type: TE
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